

Marketing: _____
Course: Foundations of the Hospitality Industry
Course Code # 5025 **School Year** _____
Term: Fall Spring
1/2 Credit _____

Student:	Grade:
Teacher:	School:
Number of Competencies in Course: $\frac{1}{2}$ credit = 26	
Number of Competencies Mastered:	
Percent of Competencies Mastered:	

Standard 1.0 Students will demonstrate leadership, citizenship, and teamwork skills required for success in the school, the community and the hospitality industry.

Learning Expectations	Check the appropriate Mastery or Non-Mastery column	Mastery	Non-Mastery
1.1 Cultivate positive leadership skills and an understanding of their importance in business.			
1.2 Participate in DECA as an integral part of classroom instruction.			
1.3 Assess situations and apply the decision-making process within the school, community and workplace.			
1.4 Demonstrate the ability to work cooperatively with others.			

Standard 2.0 Students will explore the nature and scope of the hospitality industry including culinary arts, lodging, travel and tourism.

Learning Expectations	Check the appropriate Mastery or Non-Mastery column	Mastery	Non-Mastery
2.1 Analyze major segments of the hospitality industry.			
2.2 Examine the resources pertinent to the hospitality industry.			
2.3 Evaluate the social and cultural impact of the industry on society.			
2.4 Demonstrate academic proficiencies in the areas of language arts, mathematics and science, which are required for success in the hospitality industry.			
2.5 Analyze the evolution of the hospitality industry.			

Standard 3.0 The student will analyze career paths within the hospitality industry.

Learning Expectations	Check the appropriate Mastery or Non-Mastery column	Mastery	Non-Mastery
3.1 Examine the roles and functions of individuals engaged in the hospitality industry.			
3.2 Explore employment and entrepreneurial opportunities in the hospitality industry.			
3.3 Determine education and training requirements for career advancement.			
3.4 Evaluate personal characteristics required of individuals in the various segments of the hospitality industry.			

Standard 4.0 The student will apply concepts of communications, human relations and interpersonal skills to meet consumer expectations.

Learning Expectations	Check the appropriate Mastery or Non-Mastery column	Mastery	Non-Mastery
4.1 Demonstrate service methods which meet the expectations of customers.			
4.2 Measure the impact customer relations has on success of the hospitality industry.			
4.3 Describe the verbal, nonverbal, and written communication skills needed in a hospitality setting.			
4.4 Describe appropriate grooming techniques and apparel for hospitality industry job requirements.			
4.5 Analyze ways of dealing with stress and conflict in the workplace.			

Standard 5.0 The student will assess the impact of the hospitality industry on local, state, national, and global communities.

Learning Expectations		Check the appropriate Mastery or Non-Mastery column	Mastery	Non-Mastery
5.1	Examine the monetary value of the industry on a community.			
5.2	Explain the importance of the industry in Tennessee.			
5.3	Appraise the impact of events on the hospitality industry.			
5.4	Determine how the hospitality industry responds to business and community needs.			

Standard 6.0 The student will explain the importance of ethical, legal, and governmental considerations in the hospitality industry.

Learning Expectations		Check the appropriate Mastery or Non-Mastery column	Mastery	Non-Mastery
6.1	Evaluate the responsibilities of employees and employers in the hospitality industry.			
6.2	Assess the value of ethical responsibilities to the hospitality industry.			
6.3	Examine current laws governing the hospitality industry.			
6.4	Identify industry practices applied to safety and security.			

Additional comments: _____



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